

Mr Campbell

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COLLEGE
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BOSTON COLLEGE

The
COLLEGE
of
BUSINESS
ADMINISTRATION



Information on Admissions

1944

UNIVERSITY HEIGHTS
CHESTNUT HILL, MASSACHUSETTS

1944

New Freshman Classes will be admitted on

JANUARY 27*

JUNE 12

SEPTEMBER 25

For High School graduates and for students at present in their Senior Year of High School who are approved by the High School Principal.

BOSTON COLLEGE

THE NATIONAL EMERGENCY

Our Nation at War has sounded a clear call to institutions of higher learning throughout the country. To train young men for the immediate as well as for the remote future, to train them for a manful part in the great national effort for victory as well as for a world after victory, to prepare them to win both the war and peace:—this is the summons and Boston College is anxious to answer that call.

The purpose of this supplement is to acquaint prospective students of the College of Business Administration of Boston College with the essential facts concerning admission, curriculum, pre-induction courses and other helpful information.

THE JESUIT SYSTEM

To develop in a full and harmonious manner the physical, intellectual and moral faculties of the student has always been the primary purpose of Jesuit Education. To send forth to the world men of sound judgment, of acute and rounded intellect, of upright and manly conscience has ever been the objective of the Jesuit College. Boston College believes that the value of this purpose is especially emphasized during these days of stress when our Nation is organizing all its resources that it might live. She is convinced that not the mere accumulation of knowledge, but the thorough training in religion and morality must be the underlying base, the vital force supporting the whole organic structure of education.

COLLEGE OF BUSINESS ADMINISTRATION

Alive to its responsibilities, the College of Business Administration has made adjustments in its educational program to meet the requirements of our

Country in time of war. In its general college program, more emphasis will be placed on the study of Mathematics and the Natural Sciences. Courses recommended by the War and Navy Departments, as directly contributing to the pre-military training of the student, will have their place. History and the language of foreign nations, studies which open the road to a better understanding and riper friendship with our fellowmen, will be emphasized.

To meet the urgent demand for a trained personnel, all courses in the field of Business, such as Industrial Management, Business Statistics, Marketing, Personnel Administration, Production Control and Price Supervision, will be directed to the current needs of a nation at war. This program will train the student in the knowledge and techniques especially needed in the armed forces, in defense industries and in special fields in which personnel shortages are developing. Finally, to such a balanced program of professional and cultural subjects will be added the study of Philosophy as the integrating and coordinating science of life, action and thought.

RELIGIOUS TRAINING

While Boston College is a Catholic college, in the admission of students no discrimination is made on the grounds of religious belief. Religious instruction is given in class periods which form an integral element of the curriculum.* The formal instruction is supported by various spiritual extra-curricular activities and practices. A Student Counsellor is available at all times to the student. Finally, there is an all pervading background against which are projected all the individual elements, which must be the staple of sound education for the immediate future as well as for the post-war world. Religion plays no small part in the formation of loyal citizens and will always be a factor in the lives of individuals as well as of our nation.

* *Non-Catholic students are free to attend this instruction.*

THE ACCELERATED PROGRAM

During the past year the College of Business Administration has accelerated its program of studies so that a student may complete all degree requirements in three years.

With the lowering of the draft age, it is advisable that a young man complete as much of his college course as is possible before he is inducted into military service. Therefore, the College of Business Administration has inaugurated a Freshman-Sophomore program which frequently enables the High School graduate to complete two academic years of college work previous to his induction age.

This acceleration has been made possible by the elimination of certain vacation periods and the shortening of others as well as by lengthening the school year itself. In addition, because the accelerated program saves a complete year, a student will secure a substantial saving in time and money over the cost of the former program and at no sacrifice in the quality of instruction.

Programs of study will be accelerated with no deviation from qualitative or quantitative standards. Acceleration will not be permitted to become mere haste. For not by haste can there be sound training and education of the youth of America for intelligent and thorough participation in America's destiny.

SPECIAL WAR EFFORT

WAR AIMS COURSES AND LECTURES

Since the outbreak of the war special Convocations of the student body have been called to present lectures on the War Aims, American Institutions and Christian Culture. Student forum and discussion programs have been expanded to promote a more intimate knowledge of America's role in the world conflict. Reading shelves on American Institutions and Culture have been established which contain basic material to bring to the student the fundamental principles of the American faith and constitutional government.

During the emergency opportunities will be provided for the student to become equipped, in some measure, with special knowledge and skill that will be useful when he is called into the armed forces, industry, or other civilian activity. The curriculum of the College of Business Administration is designed to provide preliminary training for essential civilian industries and for service in the Supply and Ordnance Departments of the Army and Navy.

PHYSICAL EDUCATION

Serious concern about the physical fitness of American youth, has led the War and Navy Departments of the United States Government to request that a program of Physical Education for all students be adopted by collegiate institutions. Therefore, a physical examination of each student will be made on entrance to the College. On the basis of these examinations advice and direction as to the physical activities to be followed during the collegiate career of the student will be given. This examination will be supplemented by periodical examinations required of all students who are candidates for competitive sports.

Students not engaged in varsity competition will be required to participate in a program of physical education. Group calisthenics and games that are basically competitive will form the staple of this program. The purpose will be to improve body control and strength, to stimulate mental and physical alertness, to build reserves of strength for the successful prosecution of the war, to form lasting habits of sound physical exercise.

GUIDANCE AND PLACEMENT

The College of Business Administration offers special assistance to students in choosing courses that will best qualify them for their place during the emergency and after the war. The Office of Guidance and Placement helps them in obtaining information concerning vital services that may be rendered in the armed forces and in industry as well as educational and professional opportunities. Assistance is also offered in solving the problem of employment during the collegiate career of the student.

STUDENT ORGANIZATIONS

In the past Boston College has offered a varied program of extra-curricular activities, Religious, Academic, Dramatic, Forensic, Athletic. These organizations, suited to the choice and interest of the individual, supplemented the work of the classroom and gave ample opportunity for self-expression, initiative, poise.

It has not been deemed advisable to curtail these activities, but rather to direct them to the present world conflict.

Language, Science Academies and Business Clubs, will be used by the student to acquire new skills which will make a direct contribution to our war effort. Religious activities will in no way be minimized, for in the formation of the whole man, in the development of a fruitful and purposive life, religion has no substitute. Dramatic and forensic activities will be used to channel to local communities and clubs correct notions of democracy, freedom, the historic role that America is playing in the present day, post war aims and adjustments. In other words these activities will serve as builders of morale among the student body as well as among the local civilian population. Competitive sports will serve to sharpen the competitive instincts of the student and newer lessons of loyalty, cooperation and team-play will be their goal.

ADMISSION

Entrance requirements are administered by the Committee on Admissions. Application for admission to the College of Business Administration must be filed with the Registrar.

Registrants for the degree of Bachelor of Science in Business Administration must present written evidence that fifteen (15) units of work have been completed in an approved secondary school. These units must be distributed over the following subjects: English, Algebra, Plane Geometry, United States History, other subjects.

A select number of students in the course of the senior year of an approved Secondary School who creditably pass the Entrance Examinations and receive the approval of the School Principal may be admitted to the January Freshman Class.

After the application for admission has been received and examined by the Committee on Admissions, the Registrar will inform the applicant as to his eligibility for admission to the Entrance Examinations.

ENTRANCE EXAMINATIONS

All applicants for admission to the College of Business Administration, in addition to satisfying the general unit requirements must receive passing grades in the Boston College Entrance Examinations, which will embrace a series of objective tests designed to measure aptitude and achievement.

These examinations will be held on the days assigned on the calendar printed on back cover.

Entrance Examinations are required in the following subjects:

- Elementary Algebra
- Plane Geometry
- English
- U. S. History
- Psychological Aptitude Test

SCHOLARSHIP EXAMINATIONS

Each year the College of Business Administration awards a number of full and partial scholarships. These awards are made on the results of competitive examinations.

In order to qualify for the Scholarship Examinations certification in at least five secondary school courses is necessary.

Scholarship Examinations will be held according to schedule on last page of this bulletin.

EXAMINATION FEES

There is a fee of five dollars for Scholarship and Entrance Examinations. The fee is to be made payable to the Treasurer of Boston College. Candidates who wish to be considered for the Boston College Entrance and Scholarship Examinations must pay the examination fee at least one week before the date of examinations.

REQUIREMENTS FOR DEGREE

The Jesuit system of education is based frankly on the fact that genuine education demands the supervision and control of trained and experienced teachers and is not a thing to be regulated by the inexperienced student. Now, more than ever, we need rigidly supervised courses of instruction which will have clear objectives and which will be adequate for the needs of today as well as for tomorrow.

Accordingly the candidate for the degree of Bachelor of Science in Business Administration will follow prescribed courses in Language, History, Mathematics, Religion and Philosophy. The basic principles of business will be studied during Freshman and Sophomore years in the fields of Accounting, Finance, Marketing, Industrial Management and Economics. Before the end of his Sophomore year the student will choose the Field of Concentration which is to be followed during his Junior and Senior years. This "major" study comprises:

- (a) 24 semester hours of instruction in a unified field of study, such as Accounting, Industrial Management, Marketing.
- (b) assigned reading or investigation in designated subjects.
- (c) a thesis on some portion of the Field of Concentration.

In addition to his "Major", the student must obtain 12 semester hours credit in a field allied to the Field of Concentration.

SPECIAL FIELDS OF INTEREST

ACCOUNTING

The department of Accounting has prepared its syllabus in order that students of the College of Business Administration will be acquainted with the problems facing the executive of today. Intensive training for the preparation and understanding of Accounting records is essential. Budgeting and other control techniques must be mastered in order to give direction to our war effort. The determining of the proper basis of inventory valuation under a crisis will not be overlooked. An outline of the principles which can serve as a guide in deciding these important issues will be presented. Likewise, those problems which will arise out of the peace that is to come will also be scrutinized so that the student will have a well rounded program.

INDUSTRIAL MANAGEMENT

The basic need today is the production of those vital weapons needed for our war effort. Our national policy is that America should be the "Arsenal of Democracy" and so it falls on the shoulders of the industrial executive to produce these essential goods. Not less necessary will be the post-war production problems of our country.

The work in the Industrial Management division has been expanded and the curriculum enlarged so as to provide for a renewed emphasis on the methods and means of speeding production. Control techniques peculiar to the factory will be studied. Likewise, methods of securing greater production from present facilities, techniques for motion and time study, quality control procedures to insure uniformity of output and stores control, are some of the many topics which are found in the new course program. Students will have an opportunity to review modern plant layout and plant procedures as part of their training so as to make a complete program.

PERSONNEL ADMINISTRATION

Not only is it a problem to secure materials and plant facilities but management is finding it increasingly difficult to man the machines and work the materials once it has secured these. We must find the right men and use the skills which we have in the right places to perform the tasks which are important to our war effort. To do this requires that we direct our working force into the proper channels and provide and supervise the training of new personnel to fill the void which has developed during the present emergency. To attain these objectives courses are offered which will present methods of recruiting a labor force during a time of scarcity, of upgrading the present labor force, of proper wage payment policies and of supervision of the personnel.

MARKETING

Probably in no other period of our history have there been such wide changes in consumer incomes and markets. In a war economy there is need to make adjustments for changing markets, material shortages, changes in advertising appeals and price adjustments to gear with the war activity and the current labor migrations.

Students in the revamped and up-to-date Marketing courses will study the difficulties that face the modern sales organization. The effects of war on consumer and dealer markets, the adjustment of products and price lines to material shortages are new topics to be added to the curriculum. More important still, the post-war marketing problems which will follow in the wake of the current emergency will be scrutinized, for it will be such problems that our young men of today will be called on to solve. The Marketing course at the College of Business Administration will emphasize the necessity of "thinking about tomorrow" and provide the proper training for such a world.

FINANCE

Expansion of production beyond all previous experience, coupled with inevitable dilution of executive control because of the suddenness of the increase, has made it necessary to alter peace-time concepts. Corporate financial problems are daily becoming more complex, thus adding to the normal responsibilities of the financial executive.

The finance courses are being pointed so that they will be in tune with our national effort for an all-out war. The financial executive's job under war conditions requires that extreme care be exercised to insure balance in the expansion of equipment and personnel. Likewise, he must see that all control techniques be reappraised and adjusted to the new conditions. Adequate expense control and capital expenditure control through expense and appropriation budgets is a part of the revised finance curriculum. Also, attention will be directed to a study of working capital control as a tool in war production.

ECONOMICS

The modern business executive must be sufficiently versed in the problems of our economy in order that he may guide his company's efforts for the good of investors, workers, and customers alike. To do this requires a broad understanding of such subjects as price forces, profits and risks, costs, supply and demand analysis and business cycle causes and fluctuations. Likewise, banking and monetary policies, relations with government in periods of national emergency and over-capacity are topics which are investigated. For this reason every student must complete courses in economics, economic history and economic geography and thus be equipped to more fully comprehend the forces which help mold our economic life.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

FRESHMAN	Credit Hours
English	6
Modern Language	6
Religion	2
History	4
Mathematics	6
Elementary Accounting	6
Economic Geography	2
Business Law	4

SOPHOMORE	Credit Hours
English	6
Modern Language or	6
Physics	8
Religion	2
Intermediate Accounting	6
Principles of Economics	6
Industrial Management	4
Principles of Marketing	4

JUNIOR	Credit Hours
Philosophy	8
Religion	2
Statistics	6
Law	4
Finance	8
*Concentration	8
Physical Education	

SENIOR	Credit Hours
Psychology	6
Ethics	6
Religion	2
Taxes	4
*Concentration	16
Physical Education	

*Field of Concentration: 24 semester hours must be obtained in one field, sc. Accounting, Management, Marketing, Finance.

Elective course in Junior and Senior include Production Control, Meteorology, Navigation, Map Interpretation.

ANNUAL EXPENSE REQUIREMENTS

Boston College is not an endowed institution. Therefore, it is normally dependent for support and development on the fees paid for tuition and for the other collegiate requirements.

The payment of Tuition, Student Activities and Library Fees, is to be made by mail or in person, not later than the days assigned. Freshmen receive their first bills at the time of Registration.

SUMMARY OF ANNUAL EXPENSES

Registration—upper classes (non-refundable) \$	1.00
Registration—new students (non-refundable)	5.00
Tuition for academic year	225.00
*Student Activities—payable semi-annually	24.00
Library—payable semi-annually	10.00
Condition and Absentee Examinations.....	5.00
Deficiency Course	20.00
Certificate of Grades	1.00
Laboratory	10.00
Graduation	10.00

*The Student Activities Fee subsidizes expenses incidental to the conduct of extra-curricular activities and entitles the student to subscription for the Stylus and Heights, student publications, athletic reductions and to participation in physical education.

Holders of full scholarships are not exempt from the payment of Registration, Student Activities, Library or Laboratory Fees at the time prescribed.

This arrangement does not prevent students from making payments half-yearly or yearly in advance if they should wish to do so.



CALENDAR

1944

JANUARY 7, 8—ENTRANCE AND
SCHOLARSHIP EXAMINATIONS

JANUARY 21, 22—REGISTRATION

JANUARY 27—FORMAL OPENING OF CLASSES

MAY 19, 20—ENTRANCE AND
SCHOLARSHIP EXAMINATIONS

JUNE 2, 3—REGISTRATION

JUNE 12—FORMAL OPENING OF CLASSES

SEPTEMBER 8, 9—ENTRANCE AND
SCHOLARSHIP EXAMINATIONS

SEPTEMBER 19, 20—REGISTRATION

SEPTEMBER 25—FORMAL OPENING
OF CLASSES



For further information address

REV. JAMES J. KELLEY, S. J., *Dean*

COLLEGE OF BUSINESS ADMINISTRATION

BOSTON COLLEGE

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*For information concerning all courses in the College
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